

IN THE CLAIMS

Please amend the claims as follows:

--1-167. (CANCELLED)

5 168. (CURRENTLY AMENDED) A system for displaying
programming material to a user, the system comprising:

a printed matter having at least one machine
recognizable feature;

a feature recognition unit having associated therewith

10 a means for recognizing said machine recognizable
feature and a transmitter for transmitting a
coded signal in response to the recognition of
said machine recognizable feature;

an intelligent controller having associated therewith

15 a receiver for receiving said coded signal and a
means for accessing programming material; and

a display unit for presenting said programming
material;

wherein said feature recognition unit, in response to

20 the recognition of said machine recognizable
feature, causes said intelligent controller to
access said programming material and said display
unit to execute or display said programming
material.

169. (ORIGINAL) A system as defined in claim 168 wherein
said printed matter comprises a newspaper.

5 170. (ORIGINAL) A system as defined in claim 169 wherein
said newspaper has associated therewith said at least one
machine recognizable feature.

10 171. (CURRENTLY AMENDED) A system as defined in claim 170
wherein said at least one machine recognizable feature has
associated therewith a data link which is recognized by
said feature recognition unit.

15 172. (ORIGINAL) A system as defined in claim 171 wherein
said data link comprises an image data link.

173. (ORIGINAL) A system as defined in claim 171 wherein
said data link comprises a video data link.

20 174. (ORIGINAL) A system as defined in claim 171 wherein
said data link comprises a programming data link.

175. (ORIGINAL) A system as defined in claim 174 wherein
said programming data link comprises a commercial
programming link.

5 176. (ORIGINAL) A system as defined in claim 174 wherein
said programming data link comprises an informational
programming link.

10 177. (ORIGINAL) A system as defined in claim 174 wherein
said programming data link comprises an educational
programming link.

15 178. (ORIGINAL) A system as defined in claim 174 wherein
said programming data link comprises an entertainment
programming link.

179. (ORIGINAL) A system as defined in claim 171 wherein
said data link comprises a sound data link.

20 180. (ORIGINAL) A system as defined in claim 171 wherein
said data link comprises an on-line data link.

181. (ORIGINAL) A system as defined in claim 171 wherein
said data link comprises a on-line shopping data link.

182. (ORIGINAL) A system as defined in claim 171 wherein
said data link comprises a pictorial data link.

5 183. (ORIGINAL) A system as defined in claim 171 wherein
said data link comprises an electronic data link.

184. (ORIGINAL) A system as defined in claim 171 wherein
said data link comprises an electronic media link.

10 185. (ORIGINAL) A system as defined in claim 171 wherein
said data link comprises an "information superhighway" data
link.

15 186. (ORIGINAL) A system as defined in claim 185 wherein
said "information superhighway" data link comprises the
internet.

20 187. (ORIGINAL) A system as defined in claim 185 wherein
said "information superhighway" data link comprises the
world wide web.

188. (ORIGINAL) A system as defined in claim 185 wherein
said "information superhighway" data link comprises a
computer network.

5 189. (CURRENTLY AMENDED) A system as defined in claim 185
wherein said "information superhighway" data link comprises
an integrated services digital network (ISDN) network.

10 190. (ORIGINAL) A system as defined in claim 185 wherein
said "information superhighway" data link comprises a
telephone line.

15 191. (CURRENTLY AMENDED) A system as defined in claim 185
wherein said "information superhighway" data link comprises
a cable television (CATV) line.

192. (ORIGINAL) A system as defined in claim 185 wherein
said "information superhighway" data link comprises a local
area network.

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193. (ORIGINAL) A system as defined in claim 185 wherein
said "information superhighway" data link comprises a wide
area network.

194. (ORIGINAL) A system as defined in claim 185 wherein
said "information superhighway" data link comprises a data
communications network.

5 195. (ORIGINAL) A system as defined in claim 185 wherein
said "information superhighway" data link comprises an
Internet Product Service Directory.

10 196. (ORIGINAL) A system as defined in claim 185 wherein
said "information superhighway" data link comprises a
globally based digital communications network.

15 197. (ORIGINAL) A system as defined in claim 185 wherein
said "information superhighway" data link comprises a
wireless network link.

198. (ORIGINAL) A system as defined in claim 185 wherein
said "information superhighway" data link comprises a
Wireless Application Protocol internet.

20 199. (ORIGINAL) A system as defined in claim 185 wherein
said "information superhighway" data link comprises an
ethernet network.

200. (CURRENTLY AMENDED) A system as defined in claim 185 wherein said "information superhighway" data link comprises a radio frequency (RF) cellular network.

5 201. (ORIGINAL) A system as defined in claim 185 wherein said "information superhighway" data link comprises high band-width digital data.

10 202. (ORIGINAL) A system as defined in claim 185 wherein said "information superhighway" data link comprises full motion video.

15 203. (ORIGINAL) A system as defined in claim 170 wherein said at least one machine recognizable feature comprises a bar code.

204. (ORIGINAL) A system as defined in claim 201 wherein said bar code comprises a Universal Product Code.

20 205. (ORIGINAL) A system as defined in claim 201 wherein said at least one machine recognizable feature comprises an invisible bar code.

206. (ORIGINAL) A system as defined in claim 170 wherein
said at least one machine recognizable feature comprises a
magnetic code.

5 207. (ORIGINAL) A system as defined in claim 170 wherein
said at least one machine recognizable feature comprises a
printed character.

10 208. (ORIGINAL) A system as defined in claim 170 wherein
said at least one machine recognizable feature comprises a
symbol.

15 209. (ORIGINAL) A system as defined in claim 170 wherein
said at least one machine recognizable feature comprises a
pictorial icon.

210. (ORIGINAL) A system as defined in claim 170 wherein
said at least one machine recognizable feature comprises an
invisible indicia.

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211. (ORIGINAL) A system as defined in claim 170 wherein
said at least one machine recognizable feature comprises a
two-dimensional figure.

212. (ORIGINAL) A system as defined in claim 170 wherein said at least one machine recognizable feature comprises an icon.

5 213. (ORIGINAL) A system as defined in claim 170 wherein said at least one machine recognizable feature comprises an invisible icon.

10 214. (ORIGINAL) A system as defined in claim 170 wherein said at least one machine recognizable feature comprises a watermark.

15 215. (ORIGINAL) A system as defined in claim 170 wherein said at least one machine recognizable feature comprises an invisible watermark.

216. (ORIGINAL) A system as defined in claim 215 wherein said invisible watermark comprises a digital watermark.

20 217. (ORIGINAL) A system as defined in claim 170 wherein said at least one machine recognizable feature comprises a series of alphanumeric numbers.

218. (ORIGINAL) A system as defined in claim 170 wherein
said at least one machine recognizable feature comprises a
binary code.

5 219. (ORIGINAL) A system as defined in claim 170 wherein
said at least one machine recognizable feature comprises a
digital watermark.

10 220. (ORIGINAL) A system as defined in claim 170 wherein
said at least one machine recognizable feature comprises a
magnetic strip.

15 221. (ORIGINAL) A system as defined in claim 170 wherein
said at least one machine recognizable feature comprises a
code.

222. (ORIGINAL) A system as defined in claim 170 wherein
said at least one machine recognizable feature comprises an
on line shopping product code.

20 223. (ORIGINAL) A system as defined in claim 170 wherein
said at least one machine recognizable feature comprises a
home shopping product code.

224. (ORIGINAL) A system as defined in claim 170 wherein said at least one machine recognizable feature comprises an on-line shopping service code.

5 225. (ORIGINAL) A system as defined in claim 170 wherein said at least one machine recognizable feature comprises a home shopping service code.

10 226. (ORIGINAL) A system as defined in claim 170 wherein said at least one machine recognizable feature comprises an analog pattern.

15 227. (ORIGINAL) A system as defined in claim 170 wherein said at least one machine recognizable feature comprises a hieroglyphic character.

228. (ORIGINAL) A system as defined in claim 169 wherein said newspaper has associated therewith a commercial advertisement.

20 229. (ORIGINAL) A system as defined in claim 169 wherein said newspaper has associated therewith a personal advertisement.

230. (ORIGINAL) A system as defined in claim 169 wherein
said newspaper has associated therewith a story.

231. (ORIGINAL) A system as defined in claim 169 wherein
5 said newspaper has associated therewith an editorial.

232. (ORIGINAL) A system as defined in claim 168 wherein
said programming material comprises information.

10 233. (ORIGINAL) A system as defined in claim 232 wherein
said information comprises product information of an
advertised product.

234. (ORIGINAL) A system as defined in claim 232 wherein
15 said information comprises a company information.

235. (ORIGINAL) A system as defined in claim 232 wherein
said information comprises additional information about an
article.

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236. (ORIGINAL) A system as defined in claim 232 wherein
said information comprises additional information about an
editorial.

237. (ORIGINAL) A system as defined in claim 168 wherein
said programming material comprises a web page related to
an advertiser.

5 238. (ORIGINAL) A system as defined in claim 168 wherein
said programming material comprises a web page related to
said newspaper.

10 239. (ORIGINAL) A system as defined in claim 168 wherein
said programming material comprises a service.

240. (ORIGINAL) A system as defined in claim 239 wherein
said service includes displaying promotional programming on
said display unit of said user.

15 241. (ORIGINAL) A system as defined in claim 239 wherein
said service includes conducting an interaction with said
user via a telephone.

20 242. (ORIGINAL) A system as defined in claim 239 wherein
said service includes conducting an interaction between a
plurality of users via an on-line communication chat link.

243. (ORIGINAL) A system as defined in claim 168 wherein
said display unit comprises a personal computer.

244. (ORIGINAL) A system as defined in claim 243 wherein
5 said personal computer comprises a laptop computer.

245. (ORIGINAL) A system as defined in claim 168 wherein
said display unit comprises a television.

10 246. (ORIGINAL) A system as defined in claim 168 wherein
said display unit comprises a device containing a
microprocessor.

247. (ORIGINAL) A system as defined in claim 246 wherein
15 said device containing a microprocessor is hand-held.

248. (ORIGINAL) A system as defined in claim 246 wherein
said device containing a microprocessor is portable.

20 249. (ORIGINAL) A system as defined in claim 168 wherein
said display unit comprises a personal digital planner.

250. (ORIGINAL) A system as defined in claim 168 wherein
said display unit comprises an internet appliance.

251. (ORIGINAL) A system as defined in claim 168 wherein
said display unit comprises a cellular telephone.

5 252. (ORIGINAL) A system as defined in claim 168 wherein
said display unit comprises a wireless communication
device.

253. (ORIGINAL) A system as defined in claim 168 wherein
10 said display unit comprises a simulated book.

254. (ORIGINAL) A system as defined in claim 168 wherein
said display unit comprises an intelligent terminal.

15 255. (ORIGINAL) A system as defined in claim 168 wherein
said display unit comprises a web-based television.

256. (ORIGINAL) A system as defined in claim 168 wherein
said display unit comprises a pager.

20 257. (ORIGINAL) A system as defined in claim 168 wherein
said display unit comprises an Internet-enabled telephone.-